

AMENDMENTS TO THE CLAIMS

The following listing of claims replaces all prior claim listings and versions.

1. (Currently Amended) A portable information terminal apparatus comprising:

a display element housed in a handheld device;

a communication element housed in said handheld device;

a reading element housed in said handheld device, said reading element reads access destination information indicated on a printed matter, said reading element including a scanner which reads an image on said printed matter and an extraction element which extracts said access destination information included in said image;

a memory housed in said handheld device, said memory storing said image and a bookmark icon; and

a control element housed in said handheld device, said control element connects to an access destination corresponding to said access destination information through said communication element, receives contents from said access destination, and executes a browser for displaying said received contents on said display element,

~~wherein when said bookmark icon is selected, said image stored in said memory is displayed on said display element~~ when said reading element reads said image, said memory stores said image as a the bookmark image icon associated with said access destination information.

2. (Canceled)

3. (Previously Presented) A portable information terminal apparatus as claimed in claim 1, wherein said access destination information is a URL noted on said printed matter.

4. (Previously Presented) A portable information terminal apparatus as claimed in claim 1, wherein said printed matter is a printed publication having a URL of contents containing a

moving image associated with an article constituted by characters or a still image printed within or in the vicinity of said article.

5. (Original) A portable information terminal apparatus as claimed in claim 4, wherein said contents include advertisement information.

6. (Currently Amended) An information provision method comprising:

storing contents in a server accessible through a communication network, said contents being associated with an article on a printed publication, said printed publication including a contents locating information indicating a location of said contents, said contents locating information being printed within or in the vicinity of said article;

reading an image on said printed publication and storing said image in a memory by a handheld portable information terminal apparatus, ~~said memory also storing image stored as~~ a bookmark icon associated with said contents locating information;

extracting said contents locating information from said image by said portable information terminal apparatus; and

acquiring and displaying said contents by accessing said server through said communication network based on said contents locating information extracted by said portable information terminal apparatus; ~~and~~

~~displaying, when the bookmark icon is selected, said image stored in said memory as a bookmark image associated with said contents locating information by said portable information terminal apparatus.~~

7. (Original) An information provision method as claimed in claim 6, wherein said contents include advertisement information.

8. (Previously Presented) The information provision method as claimed in claim 6, wherein an accounting server includes a charge table for registering an article having advertisement

information added thereto and an advertisement charge previously set based on a content of said article in association with each other, and an accounting file for holding accounting information for each advertiser, used so that an advertisement charge to be collected by an issuer of a printed publication from an advertiser is differentiated and imposed in accordance with an article to which said advertisement information is added.

9. (Previously Presented) The information provision method as claimed in claim 6, wherein an accounting server includes a charge table for registering an access number and advertisement charge information corresponding to said access number in association with each other and an accounting file for holding accounting information for each advertiser used so that an advertisement charge to be collected by an issuer of a printed publication from an advertiser is differentiated and imposed in accordance with said access number of said advertisement information.

10. (Previously Presented) The information provision method as claimed in claim 6, wherein an accounting server includes a charge table for registering an advertisement time zone and advertisement charge information according to said advertisement time zone in association with each other, and an accounting file for holding accounting information for each advertiser used so that an advertisement charge to be collected by an issuer of a printed publication is differentiated and imposed in accordance with said advertisement time zone for providing said advertisement information.

11. (Previously Presented) The information provision method as claimed in claim 6, wherein an accounting server includes a charge table for registering a conformation for providing advertisement information and advertisement charge information according to said conformation in association with each other, and an accounting file for holding accounting information for each advertiser, used so that an advertisement charge to be collected by an issuer of a printed

publication from an advertiser is differentiated and imposed in accordance with said conformation for providing said advertisement information.

12. (Previously Presented) The information provision method as claimed in claim 6, wherein a current position of said portable information terminal apparatus having access is detected and advertisement information corresponding to said detected current position is selected to be included in said contents.

13. (Previously Presented) The information provision method as claimed in claim 6, wherein at least part of a communication charge generated in said portable information terminal apparatus is imposed on an issuer of said printed publication.

14. (Previously Presented) The information provision method as claimed in claim 6, wherein at least part of a connection charge to a provider generated in said portable information terminal apparatus is imposed on an issuer of a said printed publication.